



### USE YOUR PHONE DAY OR NIGHT

If you live in El Paso and can not call in person use your phone and your orders will be given the same care and attention as if you had been there personally.

# WHATEVER YOU WANT You'll Find It Here

### Notice to Advertisers on This Page

Change of copy must be in The Herald Business Office not later than Wednesday, 6 p. m., of each week.



Let Uncle Sam  
Bring It To You

### ART SHOP

HENRY E. BEACH  
Importer and Jobber.  
Mexican, Chinese, Japanese,  
Madeira Linens and Silk Embroid-  
eries, Laces, Drawnwork, Indian  
Goods. Souvenir Goods.  
104 Pioneer Plaza, City National  
Bank Bldg.  
Illustrated Catalogue

### AUTO Repairing

WE DO NOT FIX AUTOMOBILES—  
WE REPAIR THEM  
AND  
GUARANTEE THE JOB  
THOMAS MOTOR CO.  
Cor. W. Overland and Santa Fe Sts.  
Phone 2257

### A HOMES

IS A GOOD INVESTMENT, WHEN  
YOU BUY, GET A GUARANTEED  
TITLE.  
STEWART TITLE GUARANTY  
COMPANY  
CAPITAL \$200,000.

### ASSAYING

GEO. W. CAMERON  
Assayer and Chemist  
Representative for Shippers to the  
El Paso Smelter  
205 San Francisco St.  
P. O. Box 480.

### AUTOMOBILE

"THE OVERLAND"  
The car you'll like at the price  
you want to pay.  
EL PASO OVERLAND AUTOMO-  
BILE CO.

### AUTOS For Hire

7 Passenger Cars  
\$2.00 Per Hour  
AUTO LIVRY CO.  
421 Texas St. Phone 509-510

### AUTO ACCESSORIES

AUTOMOBILE SUPPLIES  
ENDURANCE and PORTAGE TIRES  
VEEOL OILS and GREASES  
Western Motor Supply  
Co.  
215 San Francisco St.

### Automobil

MANICURING PARLOR  
Let Us Wash and Polish  
Your Car Right  
THOMAS MOTOR CO.  
112 W. Overland St.  
Phone 92

### AUTOS USED

We carry the largest stock of Used  
Cars in the Southwest—  
And we always have bargains—  
CASH OR EASY TERMS  
LEPPEL  
505 San Francisco St. Phone 1509

### AUTA Batteries

STORAGE BATTERY  
**Willard**  
NEXT TIME TRY U.S.  
Western Battery & Magneto Co.  
314 E. Boulevard.

### AUSTIN Terrace

The Only Parked Residence District  
in El Paso—The Home Place  
Beautiful.  
W. H. Austin  
Jas. L. Marr & Co. Agts.

### BAGGAGE

You Move When You Call 2500.  
Our padded van will move your fur-  
niture quickly and safely. Not only  
that, the van is dust proof and sani-  
tary. One trip will move all the fur-  
niture in any ordinary size house.  
Autos, Buggies, Taxis.  
City Service Co.  
A Metropolitan Service.

### BARBER SHOP

SHAVE .....15c  
HAIR CUT .....35c  
Toltec Shaving Parlors  
No. 1 108 N. Stanton  
No. 2 219 N. Oregon  
No. 3 105 Texas  
No. 4 201 Martin Bldg.  
Same Old Prices—Same Good Service

### BELGIAN BAKERY

Bakers of  
**American Beauty  
BREAD**  
has moved to  
408 East San Antonio Street  
Phone 216.

No difference what condition your  
Battery is in  
**Battery Vim**  
WILL MAKE IT LIKE NEW  
and give you a guarantee of one year.  
BATTERY VIM will save you at least 50  
percent and make your battery "a  
battery that needs no service station."  
WE ARE THE BATTERY DOCTORS.  
Agents for the Dico Starting and Light-  
ing for Ford Cars. Batteries Recharged.  
Texas Battery & Ignition Co.  
319 Texas St.

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Texas Battery & Ignition Co.  
319 Texas St.

### BORDER

**NATIONAL BANK**  
Capital .....\$200,000  
Surplus .....25,000  
**4%** on Savings  
Corner Texas and Stanton

### BRICK

Don't Pass Up  
**Pass-Tex Brick**  
The Best Brick Manufactured in  
El Paso.  
EL PASO BRICK CO.

### BUSINESS COLLEGE

**NIGHT SCHOOL**  
International Business College  
Coles Bldg. Phone 1147

### BUTTER

RIO GRANDE VALLEY BUTTER  
Is made in El Paso  
1 lb. Cans or 1-4 lb. Cubes  
Give it preference when ordering  
Butter  
Made Fresh Daily From  
Pasteurized Cream.  
Rio Grande Valley Creamery Co.

### CABINET MAKERS

AND CARPENTERS  
F. X. WIMBER & COMPANY  
Stores Fronts—Counters—Shelving—  
Salcas, Bunk and Foot Room Fix-  
tures—Ice Boxes—Show Cases and  
Screens. Ample Storage Room at  
lowest Rates. Estimates Furnished  
Free. We carry Second-Hand Ta-  
bles, Fixtures, Counters, Show Cases  
and Bunk.  
416 E. Overland St. Phone 2752.

### CAMP

Furniture  
And Supplies  
We carry the largest stock in  
the Southwest  
El Paso Tent & Awning Company  
H. J. COLLINS, Mgr.  
129 San Francisco St.

### CHINNA

See Our Special  
40-piece Sets for \$5.00. Several  
Decorations to select from.  
The China Palace Co.  
112 San Antonio St.

HERE is the representative list of reliable concerns that make, sell and repair practically everything needed by the average man or woman. This list is arranged in Alphabetical Order for our Readers' convenience. You can find at a glance the names of the reliable concerns that can fill your wants by merely looking for the first letter of the article you want to buy or have repaired. The advertisers on this page are known to the management of The "El Paso Herald" as being strictly reliable and you can shop with them either in person, by phone or mail with perfect assurance that you will be given a square deal. Should you through some error have the slightest trouble with a firm on this page which they will not quickly adjust, the El Paso Herald will appreciate hearing about it, as it is our intention to quickly throw out the advertising of any firm on this page that does not give our Readers everything promised them.

If you are interested in any article not listed on this page, write the El Paso Herald, Directory Editor, and full information will be given you free of charge.  
Watch this page every Saturday.

## \$520 Cash for Herald Readers \$10 In Prizes Given Away Each Week

First Prize, \$5 Cash

Second Prize, \$2 Cash

Three Prizes of \$1 Each

RULES OF CONTEST

READ

In the 78 Ads. published below are certain misspelled words, find these words. At the top of a sheet of paper write the number of misspelled words found, then write each word correctly and the firm name of advertiser in which word misspelled appears. Write your name and street address. Do not write on both sides of paper. Address your answer to the DIRECTORY EDITOR, care The Herald. Answers may either be mailed or brought to The Herald office. All answers must be in The Herald office by 6 p. m. next Wednesday. Winners will be decided by the nearest correct, or the nearest nearest correct answer. In case of a tie the prizes will be divided. Next Saturday winners will be announced and the awards mailed.

DIRECTORY PRIZE WINNERS FOR LAST WEEK WERE: First prize, a tie, was equally divided between Mrs. Laura Wilson, county hospital, El Paso, Tex., and Bryan Lloyd, Wharton, Tex., box 226, each receiving \$2.50. Second prize, \$2, to O. F. Henning, M. R. corps, Ft. Bayard, N. M.; three prizes of \$1 each to A. W. Watson, 107 Arizona St., Silver City, N. M.; Mrs. S. J. Gailin, 1301 E. Rio Grande St., El Paso, Tex.; Mr. Delany Cobb, Jourdanton, Tex.

### CARPETS

"CLEANED  
CLEAN"  
Compressed Air Beats  
Them All.  
DUSANG & WELLBORN  
Phone 3999

### COAL

FULL WEIGHT COAL  
OSBORN FUEL CO.  
Phone 5300

### COFFEE

CERTAINLY—1 : 1 : 1  
FOR OUR FAMOUS COFFEE  
419 South El Paso Street.

### COAL DRINKS

For Hot Days.  
Candies and Cigars  
Oriental Tea Room  
202 North Oregon.  
Phone 2785

### DAIRY

Phone 402  
For the Best.  
American Dairy

### DANCING

Ryan's School of Dancing  
COTILLION HALL  
TEXAS AND STANTON STS.  
PHONE 2610.

### DIAMONDS & JEWELRY

The Jewels Shop  
Send Us Your Repair Work  
Herald Bldg.

### Distilled Water

QUICK DELIVERY  
EL PASO DISTILLED  
WATER CO.  
Phone 489

### DRUG STORE

With the open front we are ready to  
serve you with the best obtainable  
in Drug Store Merchandise.  
Prescriptions a Specialty  
Court House Drug Store  
PHONE 1412.  
410 San Antonio.

### DRY CLEANING

**Wright  
CLEANER**  
Clothes Cleaned, Pressed Wright  
543—PHONES—2119

### ELECTRICAL

NEW DESIGNS IN ELECTRIC  
FIXTURES.  
Be modern; acquaint yourself with  
the way Electrical.  
Larrabee Electric Co.  
405 Texas Street. Phone 2823

### EXCLUSIVE

La Camille Lace Front—Blouses—  
Madame Irene—H. & G.—Stylish and  
Successful Corsets from \$1.00 to \$15.00  
Brassieres, Maternity Goods, Elastic  
Girdles, etc.  
CORSET SHOP  
204 Texas St.  
Special Attention to Mail Orders

### Fine Hand Work

on ladies' fine shoes too delicate  
for machine work, done by  
Chas. Rokahr  
219 Texas St.

### FLOUR

Ask your grocer for  
GLOBE MILLS  
Put up in Saxolin Sani-  
tary Sacks.

### FORDE

REPAIRING THAT  
SATISFIES  
Thomas Motor Co.  
112 W. Overland St.  
Phone 92.

### FURNITURE

All kinds of Refrigerators ex-  
changed for all kinds of Stoves.  
WESTERN  
FURNITURE CO.  
Phone 1482

### FURNITURE

REPAIRING  
R. L. DANIEL FURNITURE AND  
MATTRESS FACTORY  
706 Texas St. Phone 1025-1070

### GARRAGE

"EL PASO'S BEST"  
Thomas Motor Co.  
112 W. Overland St.  
PHONE 92

### GROCERIES

Everything Fresh—Prices Right  
Quick Deliveries  
Try Us  
PIEDRAS GROCERY CO.  
Piedras and Tularosa Sts.  
A. MALONEY, Prop.  
Phone 6245-6246.

### HATER

All Kinds of Hats Cleaned  
and Reblocked  
"You Know We Know How"  
J. S. VIESCAS & CO.  
HATTER AND TAILOR  
Tel. 6461 102 Texas St.

### HAY, Grain

And Feed  
Walter S. Clayton  
OCHOA AND FIRST STS.  
PHONE 284.

### H. WELSCH CO.

We are now prepared to do all  
kinds of  
GAS PIPING  
and furnish all kinds of  
GAS APPLIANCES  
Sheet Metal Manufacturers and  
Jobbers.  
NIAGARA FURNACES  
2400 Block, Texas St. Phone 606.

### ISE!

We can't sell all the Ice—so we sell  
only the good kind. Buy a coupon  
Book and save money.  
Rio Grande Ice & Fuel Co.  
Telephone 2259

### INSURANCE

Multiple Protection Policies  
PACIFIC MUTUAL  
LIFE INSURANCE CO.  
H. W. SCHROEDER, District Agent  
405 Mills Bldg.

### Hardware

Satisfaction  
**KRACK JACK**  
SINCE 1886  
Phone 1040  
Krakauer, Zork & Moye's S. I.

### KODAK Finishing

Wholesale Finishing for dealers, with  
special discounts on request.  
Best laboratory in El Paso—one  
of best in the Southwest.  
Fine work—Best of service.  
Special attention to mail orders.  
Address your correspondence to  
J. F. GANDARA  
Toltec Club Basement, El Paso, Tex.

### LAUNDRY

Elite Laundry Co.  
Home of SPICK and SPAN  
Telephone 2177

### LUMBER

FIGURE WITH US  
Rheinheimer Lumber Co.  
Piedras, Alameda and Myrtle  
Phone 498.

### LUNCH

THE WHITE STAR  
LUNCH  
At 210 Mesa is now open.  
No Waiting No Tipping  
Popular Prices. Try It.

### MATTRESSES

Wholesale and Retail  
WE RENOVATE OLD  
MATTRESSES AND MAKE  
THEM LIKE NEW  
CLARKE MATTRESS  
AND RUG CO.  
Phone 1025-1070-417  
2101 East Olive

### MEAT Markit

Only Home Killed  
MEATS  
SHANKS  
CARPENTER  
at the  
NEW CITY MARKET

### NURSERY

Beautiful Hanging Baskets, 75c to  
\$2.50 each.  
Porch boxes, \$2.50 to \$5.00 each.  
Also a large assortment  
of small plants.  
EL PASO NURSERY CO.  
3200 Blk. Alameda Ave. Ph. 3238

### 5c

FOR THE BIG  
ICE CREAM SODA  
THE LARGEST  
FOUNTAIN IN THE  
CITY  
PACIFIC OCEAN  
CONFECTIONERY  
400 N. Oregon.

### OPTECIAN

You can find the misspelled words  
easier if you wear a pair of "Segall"  
fitted glasses.  
Need Glasses?  
Ask Segall  
EL PASO OPTICAL CO.  
106 Texas, between Mesa and  
Oregon Sts.

### PANT AND

WALL PAPER  
We Carry Complete Stocks  
Worthington Paint and  
Wall Paper Co.  
414 N. Oregon. Phone 95

### Photographs

OF MERIT.  
Are the kind we make.  
Buy a home and decorate it with  
picture frames made at  
ALEXANDER'S  
STUDIO  
109 So. El Paso St.

### PIANOS

Player and Electric Pianos and  
Talking Machines Sold on Easy  
Monthly Payments.  
JENKENS PIANO CO.  
The Big Piano House.  
211-213 Texas Phone 2958

### PLUMING

Why of Course the Leading  
PLUMBER  
IS  
McCHESNEY  
412 E. Boulevard Phone 2283

### PLUMBING

SUPPLIES  
Chas. Roberts Mfg. Co.  
SUCURS. TO  
Roberts & Brown Co.  
Tel. 1588 El Paso, Tex.

### RECHARGING

of Gas Tanks  
We Recharge and Exchange all  
Standard Gas Tanks for Lighting  
Automobiles, Auto Trucks and  
Motocycles and for Dry-Acetylene  
Welding.  
HALF PRICE  
Buy It at the Factory  
EL PASO RECHARGE COMPANY  
1219 East Missouri Phone 491

### SEEDS

AND POULTRY SUPPLIES  
Manufacturers of PERFECTION  
Brand Poultry Foods  
W. D. Wise Seed Co.  
Retail Store, 100 N. Stanton.

### SHOES

For Men, Women and Children  
"Walk a block or two"  
"Have a dollar or two?"  
ZELMAN'S  
Sample Shoe Store  
SHOES OF QUALITY AT A PRICE  
105 So. Stanton.

### SHOES REPAIRED

WE DON'T COBBLE  
WE REPAIR SHOES WHILE  
YOU WAIT.  
HALF SOLES AND HEELS IN  
FIFTEEN MINUTES  
SHOE HOSPITAL  
206 Mesa Phone 281  
Grand Hotel Block

### STANTON CAFE

OPEN DAY AND NIGHT  
For Ladies and Gentlemen  
H. C. KOLAR, Prop.  
Private Booths Made  
First Class Foods and First Class  
Service at Popular Prices  
112 N. Stanton St. Phone 2514

### STORAGE

The Only Fire-Proof Storage  
in El Paso.  
Western Transfer &  
Storage Co.  
Phone 73 228 S. Stanton

### TANKS

CULVERTS  
SILOS  
Let Us Quote You Prices.  
Hills, Sutton & White  
Mfg. Co.

### THE SILK SHOP

Phone 5228 205 N. Stanton St.  
Silks, Dress Goods and Velvets  
Butterick Patterns  
We cover Buttons of all kinds.  
Prices Reasonable.  
WM. FISHMAN, Prop.

### THE "MILLER MADE" Company

304 E. Missouri  
MAKERS OF  
"Miller Made" Dresses  
"Miller Made" House Dresses  
"Miller Made" Bangalow Aprons  
We carry out any design that  
you may care to send us.  
Satisfaction Guaranteed.

### TRUNKS

TRAVELING BAGS, SUIT-  
CASES AND SMALL LEATHER  
GOODS  
Made, Repaired and Exchanged  
El Paso Trunk Factory  
NEXT TO CRAWFORD THEATER

### Typewriters

SOLD, RENTED, REPAIRED  
OFFICE SUPPLIES  
RUBBER STAMPS  
Typewriter & Office Supply Co.  
Agents for  
ROYAL and CORONA Typewriters.  
Phone 532.  
216 Mills St. El Paso, Tex.

### VULCANIZING

Phone 859 for  
OUR SERVICE CAR  
Free Road Service  
VULCANIZING  
THE KIND THAT PLEASES  
AMERICAN AUTO SUPPLY CO.  
312 Texas St.

### WELDING

The Way It Should Be Done.  
We are again soliciting the patron-  
age of the Southwest. We did all  
the work for the Pershing Ex-  
pedition into Mexico.  
BROWN WELDING COMPANY  
600 Texas Street  
(Formerly 214 San Francisco St.)

### Who's Your Tailor?

All the newest Fall and Winter  
Styles and Wolens saw on display.  
Call early and make your selection.  
Suit or Overcoat \$20.00 to \$50.00  
RICHARD V. PEARSON  
110 Texas Street

### "YOU'LL PULL FOR US IF WE HAUL FOR YOU"

Houston Transfer & Storage Co.  
PHONE 422.  
Originators of the Low Cost of  
Hauling.  
We Give S. & H. Green Trading  
Stamps.